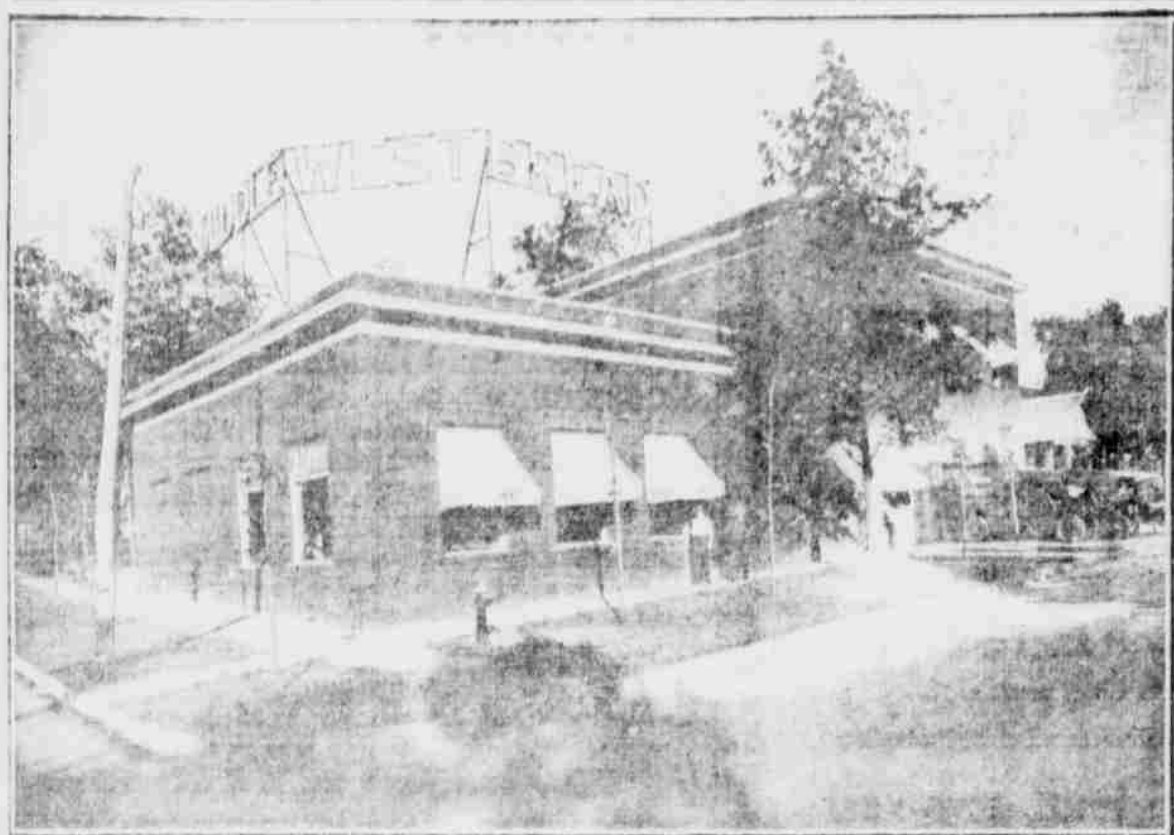


MIDDLE WEST BAKING CO. ANNOUNCE READINESS—"CLEAN BREAD" FOR ALL

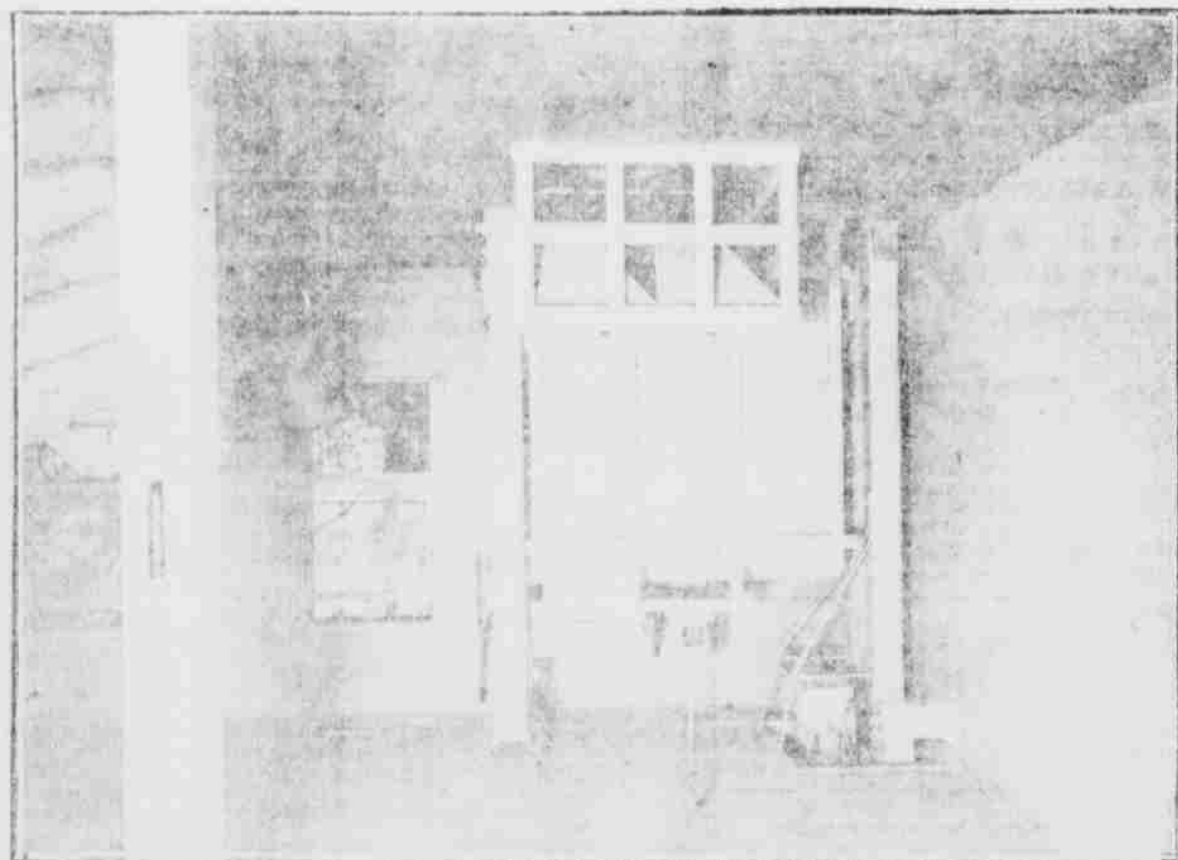


HOME OF MIDDLE WEST BAKING CO., WEST 5th and FRISCO

The Middle West Baking Company take great pleasure in making their opening announcement to the people of Tulsa and vicinity. Their plant at Fifth and Frisco is the largest and most modern equipped in either Oklahoma, Arkansas or Kansas. This company will bake only bread, good, wholesome "clean bread" of all kinds, but no pastry whatever. It is their belief, that by confining their attention to bread only, that a far superior quality can be produced. The Middle West Baking Company takes this means of asking all Tulsans to try a loaf of their high quality bread which will be on sale tomorrow at all groceries--ask yours tomorrow for Middle West Bread.

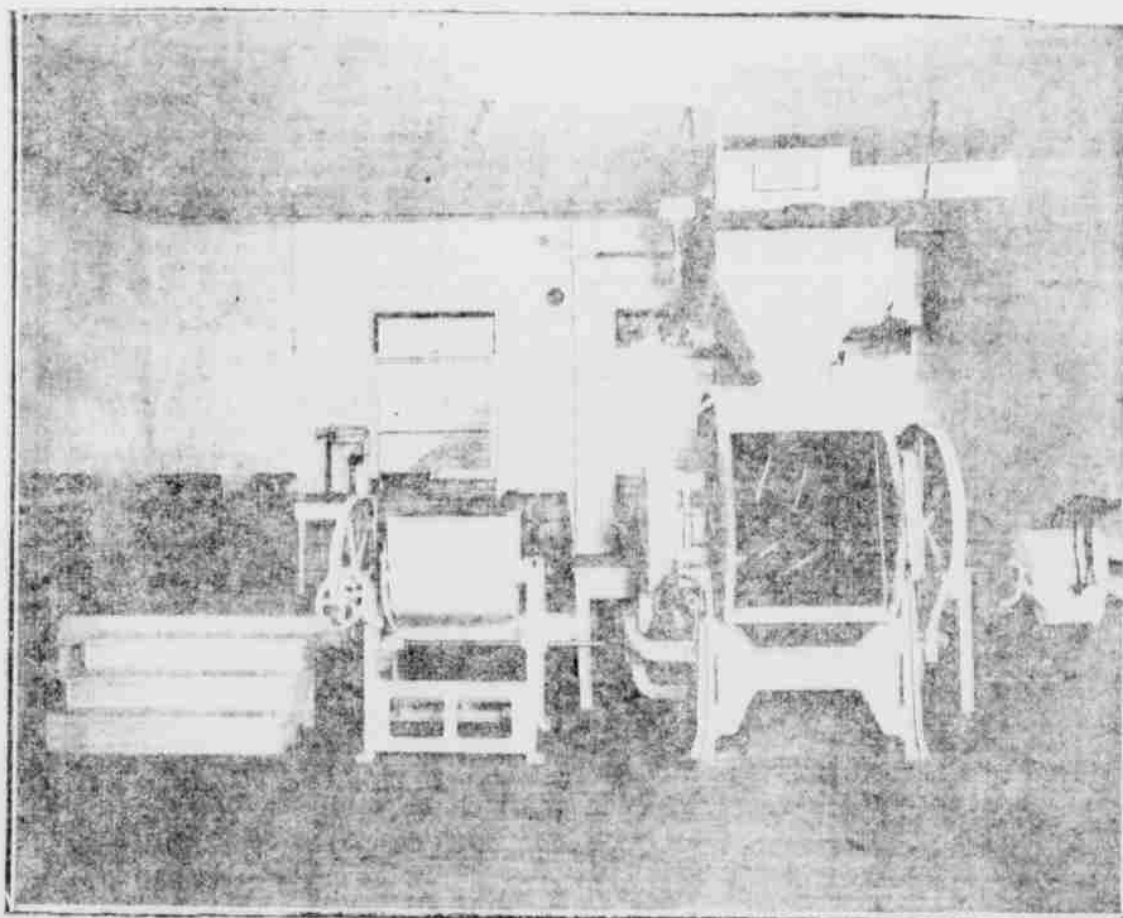
PURITY FIRST—is our slogan—a slogan that is strictly adhered too. The middle West Baking Plant is practically germ and dirt proof, every modern preventative against these evils has been installed. At no stage of the baking are human hands allowed to touch the bread. Middle West Bread can be used with every assurance that it is the best—best in quality—best in sanitation and free from all artificial result producers. If you want bread, "Clean Bread" baked from the whole flour then buy "Middle West."

Evolution of Middle West Bread



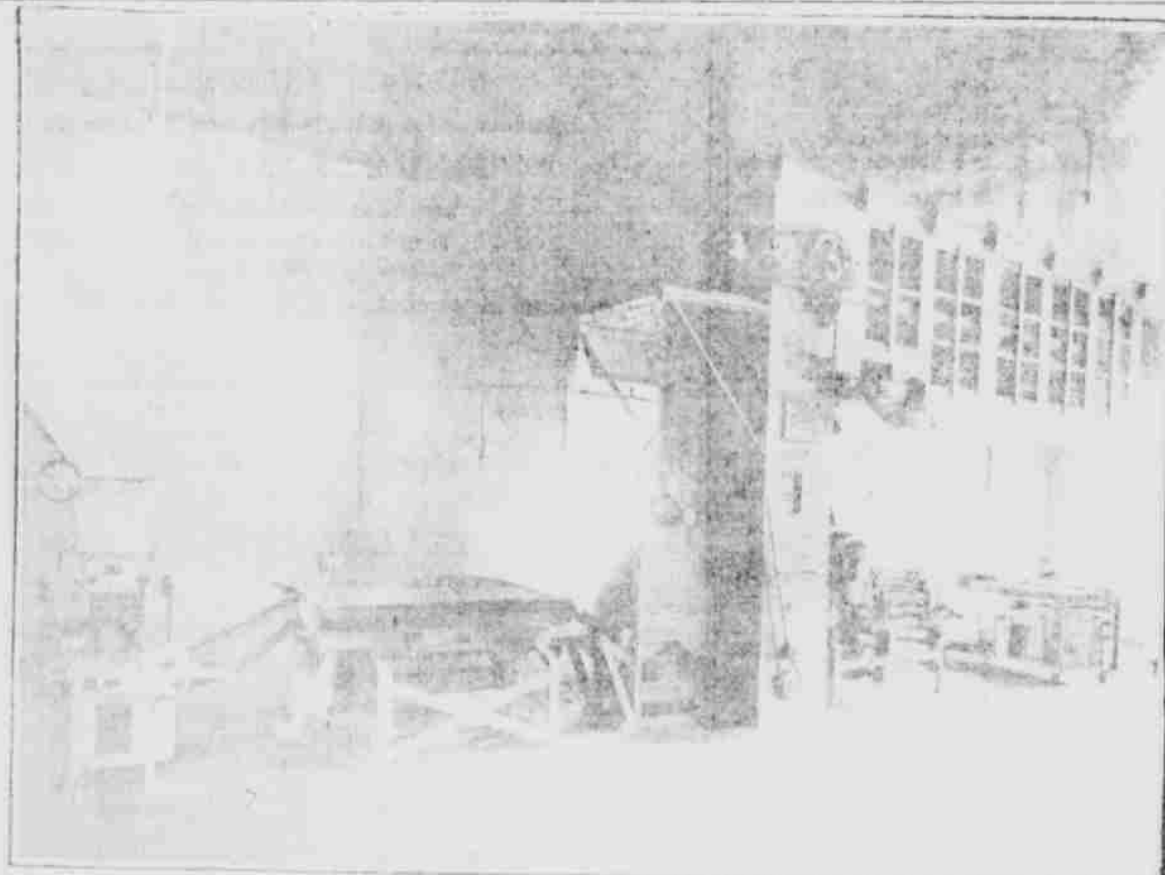
THIS IS OUR FLOUR BLENDER AND SIFTER

It is here that three different flours, from different sections of the wheat belt, are blended together. Each one furnishing some of the necessary elements for making the best bread.



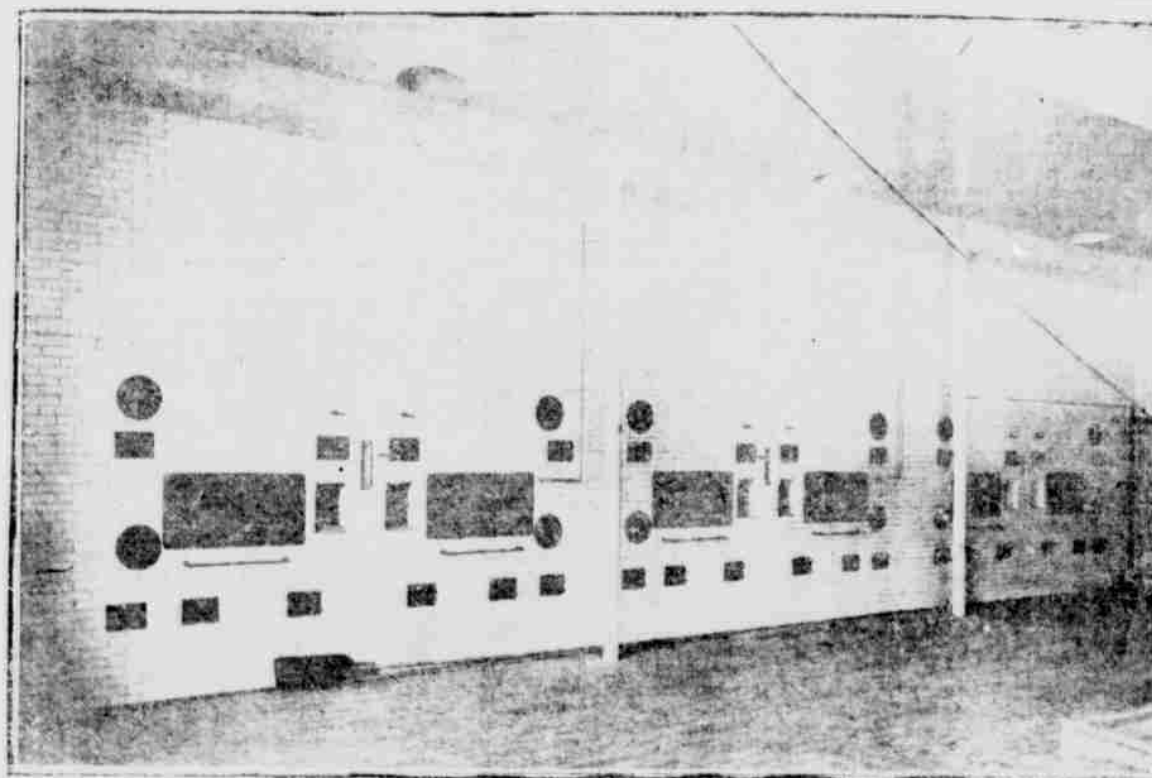
THIS IS OUR DOUGH MIXER

Which thoroughly kneads and gives Middle West bread a lightness and body seldom obtained. Making every loaf deliciously palatable.



THE MACHINERY THAT DOES AWAY WITH HAND WORK

The one at the left receives the dough from the mixing room on the second floor, cuts and weighs it into loaves. The next rounds it into a ball. The elevated part carries the ball while it rises preparatory to being received by the molding machine sitting directly under it. After which it is ready for the pans.



OUR MODERN EVEN BAKING OVENS.

These ovens are the finest which can be built. They are fired by gas from the rear, allowing no fire to enter the baking space. Thus even temperature is maintained, producing bread that is evenly baked throughout.

THE MIDDLE WEST BAKING COMPANY

R. D. LAHMAN, President
FIFTH AND FRISCO

F. E. LAHMAN, Vice-President

C. E. LAHMAN, Secy. and Treas.
PHONES 3415 and 4195